

The Office of Nutrition and Fitness



2013 SHAPINGNJ PARTNERSHIP MEETING: COLLECTIVE IMPACT – CONTINUING THE MOVEMENT TOWARD A HEALTHIER NJ

Meeting Evaluation Results

On June 6, 2013, the Office of Nutrition and Fitness convened the fifth annual **ShapingNJ** partnership meeting. The meeting celebrated and shared the accomplishments of the partnership over the past five years and planned for the future. Organizational representatives from 230 **ShapingNJ** partners were invited to attend and 160 individuals participated in the meeting. The day featured:

- A national snap-shot of obesity prevention efforts and their impacts from Jasmine Hall-Ratliff, Program Officer at the Robert Wood Johnson Foundation.
- **ShapingNJ** partner presentations highlighting key accomplishments and sharing examples of how to successfully implement **ShapingNJ** strategies.
- A presentation sharing the impact of **ShapingNJ** by the numbers and how to use technology to convey data.
- A panel presenting how **ShapingNJ** is using a collective impact process to coordinate New Jersey's obesity prevention initiatives and move forward.
- A World Café format that used interactive table discussions to obtain information and accomplishments from the field.



EVALUATION RESULTS

A brief survey was sent to all individuals who attended the **ShapingNJ** partnership meeting one week after the event. Just less than half (43 percent) of meeting attendees completed the online survey through Survey Monkey to evaluate the conference (n=69).

Overall, survey respondents viewed the meeting favorably:

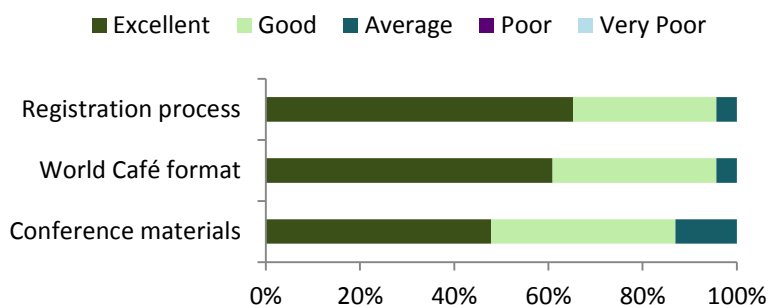
- **64%** rated the overall tone and theme of the meeting “excellent” and another **30%** rated it “good”.
- **88%** indicated that they will use the information from the meeting in their work.
- **97%** thought that attending the meeting was a good use of their time.



Meeting logistics, including the registration process, World Café format and the conference materials were rated by the majority as “excellent” or “good” (Figure 1).

- **96%** preferred the World Café format “for discussion and the opportunity to connect with and hear the views of multiple people from different organizations who are focused on the same goal.”
- **49%** thought the conference materials were “excellent”, though some wanted the agenda printed.

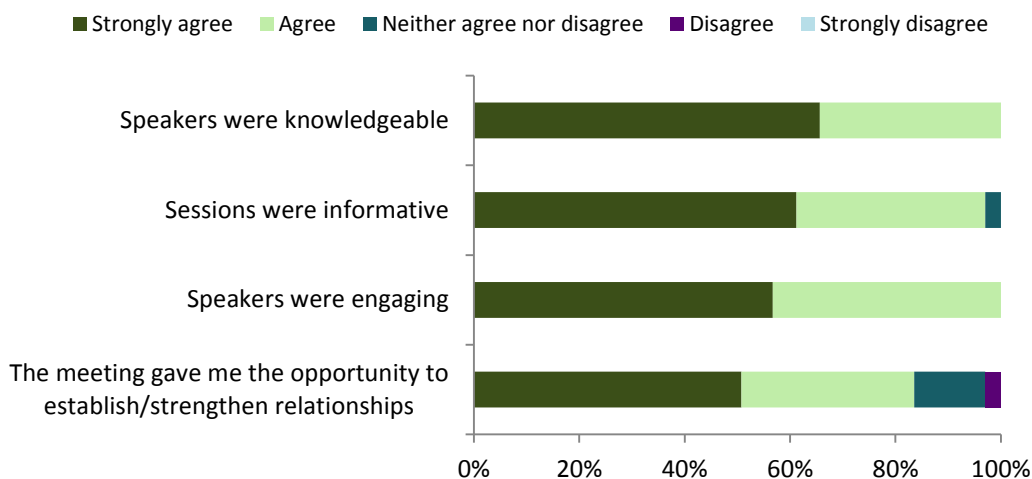
Figure 1 Respondent Rating of Meeting Components
(n=69)



Survey respondents also favorably viewed the speakers, sessions and content of the meeting (Figure 2).

- **3 out of 5** “strongly agreed” that the speakers were knowledgeable (62%) and the sessions were informative (58%).
- **48%** “strongly agreed” that the meeting gave them the opportunity to establish or strengthen relationships with others.
- Several respondents noted that the World Café facilitated their ability to network but that “even with this great format, I still could have mixed and mingled with potential partners even more”.

Figure 2 Respondent Rating of Meeting Sessions and Content (n=67)



WORLD CAFÉ DISCUSSION FINDINGS

ShapingNJ's partnership meeting used a World Café format to obtain feedback and information from partners about successes, information, and recommendations for moving forward. Below are the common topics, themes and results of the areas partners discussed at the meeting.

SHAPINGNJ PARTNERS REPORT EFFORTS IN THE FIELD TO PREVENT OBESITY

Worksite Wellness

- Healthy eating options/policies for events, meetings, and vending machines
- Stairwell renovations to promote walking
- Employee incentives and prizes for healthy behaviors
- Walking paths and clubs
- Easily accessible water

Healthy Food Access

- Community, church and school gardens
- Mobile and urban farmer's markets
- Healthy options at concession stands
- Changes in WIC availability and incentives for choosing healthy foods
- Product placement and labeling at corner stores

Child Care Policies and Practices

- Healthy food and active play programs and policies
- System wide adoption of policy standards
- Taste testing new foods in centers for parents and children

School Wellness

- 0 (2010) to 30 (2013) NJ schools meeting the Healthier US School Challenge standards
- Farm to school programs that bring local produce to schools
- Taste testing new foods for students

Physical Activity Opportunities

- Customized programming (Girls on the Run, Black Girls Run)
- Walking trails/paths/clubs
- Bike trails/racks/lanes
- Joint use agreements to allow community members to use school physical activity facilities

Faith-Based Wellness

- Wellness education programs
- Healthy eating policies and practices
- Walking clubs and activities

KEY ELEMENTS FOR SUCCESS

- Collaboration and teamwork with unusual partners from a variety of sectors
- A champion that provides support at the leadership level to give the work credibility and authority
- Toolkits to establish a successful model and technical assistance to implement it

SHAPINGNJ PARTNERS REPORT CHANGES IN THE FIELD NOT YET SEEN IN THE DATA



- Number of community and school gardens
- Number of school and community wellness events for children and families
- Number of farmers' markets and supermarkets
- Number of venues with healthy food options in cafeterias, vending machines, food courts, events
- Number of school policies that set higher standards for food and physical activity
- Amount of lunchtime walking/exercise in the workplace
- Amount of water consumed
- Number of healthcare wellness visits
- Number of people who do self-tracking of healthy behaviors through easy to use apps
- Level of youth interest in nutrition
- Number of women choosing breastfeeding as their primary choice

RECOMMENDATIONS TO ENGAGE OTHERS TO TAKE ACTION BY SHARING AND USING DATA

- Make it fun and integrate health messaging into play activities and toys
- Make it interactive and use smartphone/tablet apps
- Keep it simple and multi-sensory (i.e. infographics and videos)
- Make data easily accessible (i.e. place in public places like libraries, social media sites, schools, etc.)
- Get data in new way (i.e. social media and metadata)

STRATEGIES TO FOCUS FUTURE EFFORTS ON TO CROSS THE TIPPING POINT

- Lead by example – Make changes to your own institutions before asking others to make the changes
- Encourage and empower staff, clients, parents, and others to make healthier choices through education and incentives
- Openly support and speak up for changing norms about health and wellness

SHAPINGNJ PARTNER RECOMMENDATIONS FOR THE FUTURE OF SHAPINGNJ

- Create common messaging that can be easily adapted for local needs
- Facilitate active communication channels between partners
- Provide success stories and best practices to obtain leadership buy-in and to implement new strategies
- Continue to update and create toolkits that include strategies that are inexpensive and can be implemented easily
- Develop common data points we can all collect and share
- Leverage success from one area and apply it to another area that needs more support
- Engage individual partners
- Ensure that state government is acting as a role model in all departments
- Sustain and commit long-term to *ShapingNJ's* infrastructure and work